



Hollister
"Service, Pride and Integrity" **POLICE DEPARTMENT**

PRESS RELEASE

Alcopops

HOLLISTER, CALIFORNIA – July 8, 2009 – The Hollister Police Department has received information from the Department of Alcoholic Beverage Control about current trends involving minors purchasing alcoholic beverages that are commonly mistaken for energy drinks.

"Alcopops," a combination of the words "alcohol" and "pops," come in various forms, from hard lemonade to alcoholic energy drinks that are made to look just like non-alcoholic energy drinks. They are popular among underage drinkers because some of them are not easily recognized as alcoholic drinks, though some may contain as much alcohol as a regular beer.

Inattentive or unsuspecting clerks may sometimes sell these alcoholic drinks to underage customers, mistaking the product to be non-alcoholic. State law requires that these "alcopops" be displayed separately from the non-alcoholic versions. Selling or providing any type of alcoholic beverage to a minor is a misdemeanor.

Included in this press release is a flyer with samples of some energy drinks that contain alcohol and some that do not.

All merchants, as well as parents and others, are asked to be aware of the nature of all beverages that are sold or provided to minors. Statistics have shown that young people under the age of 21 have a higher rate of drunken driving fatalities than the regular adult population.

For further information, please contact the Hollister Police Department at (831) 636-4330.

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Copies to: City Manager
Press Log
Watch Commander
Briefing
Case File

Operations Commander
Support Services Commander
Detective Bureau
Personnel & Community Services Bureau
Communications



Which of these 10 energy drinks contain alcohol? The answer is below.

Look at the picture of 10 energy drinks above. Five of them contain alcohol. Can you pick them out? The answers are below.



Surely you didn't have trouble picking out the alcoholic drinks, right? They are, after all, clearly labeled, as you can see in the illustration above. And they also say exactly how much alcohol they contain, although their abbreviations might be hard for some to decipher. Here are the words inside the circles above:

Sparks Plus: "7.0% ALCOHOL BY VOLUME" and "CONTAINS ALCOHOL"

Rize Up!: "7.0% ALC/VOL"

Sparks: "6.0% ALCOHOL BY VOLUME" and "CONTAINS ALCOHOL"

Jackhammer: "5.9% ALC/VOL."

Tilt: "8.0% ALC/VOL."